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## **CLAIMS**

What is claimed is:

- 1. A packaging material comprising:
  a substrate comprising at least one sheet of plastic material;
  a cold-seal cohesive coating on an inner side of the substrate; and
  an energy-cured coating on an outer side of the substrate.
- 2. A packaging material according to claim 1, wherein the substrate comprises a laminate of at least two sheets of plastic material.
- 3. A according to claim 2, wherein an outer sheet of the laminate is clear, and further comprising printing on a surface between the outer sheet and an adjacent sheet.
- 4. A packaging material according to claim 1, further comprising printing on an outer surface of the substrate covered by the energy-cured coating.
- 5. A packaging material according to claim 1, wherein the cold-seal cohesive coating comprises natural rubber latex, styrene butadiene, isoprene or synthetic rubber.
- 6. A packaging material according to claim 1, wherein the cold-seal cohesive coating comprises a minor proportion of acrylate or ethyl vinyl acetate.
- 7. A packaging material according to claim 1, wherein the cold-seal cohesive coating is applied only over selected portions of the inner surface of the substrate.
- 8. A packaging material according to claim 1, wherein the energy cured coating is an electron-beam cured coating.
- 9. A packaging material according to claim 1, wherein the energy cured coating is a cross-linked epoxy acrylate coating.
  - 10. A package comprising:

at least one sheet of packaging material comprising:

a substrate comprising at least one sheet of plastic material;

a cold-seal cohesive coating on an inner side of the substrate; and an energy-cured coating on an outer side of the substrate;

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wherein said package has at least one seam formed by portions of said coldseal cohesive coating cohering together.

- 11. A package according to claim 10, wherein the substrate comprises a laminate of at least two sheets of plastic material.
- 12. A package according to claim 11, wherein an outer sheet of the laminate is clear, and further comprising printing on a surface between the outer sheet and an adjacent sheet.
- 13. A package according to claim 10, further comprising printing on an outer surface of the substrate covered by the energy-cured coating.
- 14. A package according to claim 10, wherein the cold-seal cohesive coating comprises natural rubber latex, styrene butadiene, isoprene or synthetic rubber.
- 15. A package according to claim 14, wherein the cold-seal cohesive coating comprises a minor proportion of acrylate or ethyl vinyl acetate.
- 16. A package according to claim 10, wherein the cold-seal cohesive coating is applied only over selected portions of the inner surface of the substrate.
- 17. A package according to claim 17, wherein said cold-seal cohesive coating is applied to said substrate only at said at least one seam.
- 18. A package according to claim 10, wherein the energy cured coating is an electron-beam cured coating.
- 19. A package according to claim 10, wherein the energy cured coating is a cross-linked epoxy acrylate coating.
  - 20. A method of making a packaging material, comprising the steps of: providing a substrate comprising at least one sheet of plastic material; applying an energy-curable coating to one side of the substrate; curing the energy-curable coating by exposing it to a suitable energy; and applying a cold-seal cohesive coating to the other side of the substrate.

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21. A method according to claim 20, further comprising the step of printing in ink on said at least one sheet of plastic material before applying said energy-curable coating.

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- 22. A method according to claim 21, which comprises applying the energy-curable coating over the ink printing.
  - 23. A method according to claim 21, comprising the steps of: printing in ink on a sheet of plastic; and

laminating the printed sheet of plastic and another sheet of plastic together with the printing between them to form said substrate;

wherein one of said sheets of plastic forming said substrate is clear; and applying said energy-curable coating to the exposed side of said clear sheet of plastic.

24. A method according to claim 20, wherein said step of curing comprises exposing said energy-curable coating to an electron beam.